



FOR IMMEDIATE RELEASE

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I.D. Systems, Inc. to Present at New York Investor Conference

Hackensack, NJ, November 24, 2003 —

I.D. Systems, Inc. (NASDAQ:IDSY) will make a presentation on its current business activities, strategic plan, and future growth opportunities at the Friedman Billings Ramsey 10th Annual Investor Conference at the Sheraton New York Hotel & Towers on December 3, 2003. I.D. Systems management is scheduled to present at 3:00 PM Eastern Time. A live audio-video webcast and replay of the presentation will be available in the Investor Relations section of the company's website, www.id-systems.com.

About the Friedman Billings Ramsey Conference

The invitation-only conference will feature presentations from more than 140 public and private financial services, real estate, energy, diversified industrials, and homeland security companies from across the country. The Sheraton New York Hotel & Towers are located at 811 7th Avenue at 52nd Street. For more information on the conference please visit www.fbrcorp.com/conf2003.

About I.D. Systems

Based in Hackensack, New Jersey, I.D. Systems, Inc. is a leading provider of wireless solutions for corporate asset management. I.D. Systems' customers include Archer Daniels Midland, DaimlerChrysler, Deere & Co., the Federal Aviation Administration, Ford Motor Company, Hallmark Cards, Target Corporation, Walgreen Co., the U.S. Navy, and the U.S. Postal Service, among others. Using local area networks, wide area networks, and the Internet, the company's systems enable management to control and track the location and status of their assets—from letters and containers to forklifts and railcars in real time. For more information on I.D. Systems, Inc., visit www.id-systems.com.

“Safe Harbor” statement under the Private Securities Litigation Reform Act of 1995: This press release contains forward looking statements that are subject to risk and uncertainties, including, but not limited to, the impact of competitive products, product demand and market acceptance risks, fluctuations in operating results and other risks detailed from time to time in I.D. Systems' filings with the Securities and Exchange Commission. These risks could cause I.D. Systems' actual results for the current fiscal year and beyond to differ materially from those expressed in any forward looking statements made by, or behalf of, I.D. Systems.

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